

Promo Alert

Amtrak Marketing and Promotion Programs

2009/2010 Amtrak Vacations Brochure Goes Digital

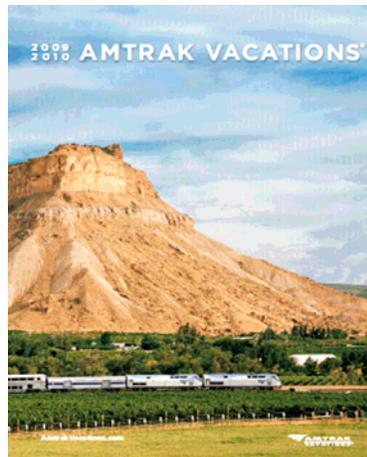
The Amtrak Vacations brochure is now available in an interactive, digital format on Amtrakvacations.com. In an effort to distribute the Amtrak Vacations product immediately, reduce cost, and provide travel agents with an online selling tool, Amtrak Vacations in cooperation with Nxtbook Media have produced a digital version of our new 44-page vacation brochure. This initiative will help shrink the time from inquiry to booking, plus cut printing and postage costs over the next two years.

The digital brochure is available in two formats including one for Amtrak customers and a separate version for travel agents. The brochure can be viewed online, printed in single pages or the entire brochure, and pages can be linked and e-mailed to friends and clients. Travel agents can now forward product pages with their own message and call to action directly to their clients.

The digital brochure features web links to all featured destinations as well as the Amtrak System Map. It also features videos of the Grand Canyon and Glacier National Park along with 3D views of Amtrak's Viewliner and Superliner sleeping cars.

Amtrak Vacations is managed by Yankee Leisure Holdings and offers complete packages to more than 40 destinations in the United States and Canada. In addition, nine rail journeys are available including multi-city stops along a train route or in a region.

Brochure Cover:



AmtrakVacations.com Screen:

Amtrak Vacations

The screenshot shows the Amtrak Vacations website. At the top right is the AMTRAK VACATIONS logo. Below it is a navigation menu with four items: Home, About Us, Vacation Packages, and Traveling with Amtrak. On the left side, there is a blue vertical banner with the text "Click Here to Order the Amtrak Vacations Brochure and to Register for Special Offers" and a small image of a brochure. Below the banner is the phone number "1.800.AMTRAK-2" and a list of links: Destinations, Travel Agents, About Your Reservation, Customer Service, and Contact Us. In the center, there is a section titled "Brochure Requests" with a sub-heading "Brochure Requests". Below this is an image of a computer monitor displaying the digital brochure. To the right of the monitor, there is text: "New in 2009, Amtrak Vacations goes digital!" followed by "Click here to view our new interactive digital brochure and share content with friends, family, and colleagues." Below that is a link "Print Brochures" and a note: "Please complete the form below to have printed brochures mailed to you."

To view the brochure, please visit Amtrakvacations.com and click on the brochure. For additional information and reservations, call Amtrak Vacations at 1-800-AMTRAK-2 (1-800-268-7252).

For more information, contact Debbie Moller at 8-777-4119 or (202) 906-4119 or mollerd@amtrak.com.